BRAND RESONANCE AUDIT

What Does Your Brand Mean to Your Customers?

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Today, ROI (return on investment) is everything. But to get there you need another kind of ROI:

**Return on Involvement**

» *Gallup reports that customers who are fully engaged represent a 23% premium in terms of share of wallet, profitability, revenue, and relationship growth over the average customer.*¹

» *While 85% of marketers agree that engagement is a priority, less than report that they actively manage engagement.*²

» *According to IBM, almost 90 percent of marketers agree that personalizing the customer experience is critical to their success. However, nearly 80 percent of consumers claim that the average brand doesn't understand them as an individual.*³

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1 http://www.gallup.com/services/169331/customer-engagement.aspx
Involvement is about more than getting consumers to “like” your brand.

They need to love it.

Resonance describes the reverberation of a brand’s meanings within the consumer’s life and the culture in which he or she lives. Resonance connects your brand to your customers. Resonance creates brand strength and brand value.

Does your brand RESONATE with customers?

DO A QUICK BRAND RESONANCE CHECK-UP.
Complete this simple exercise to help you understand what your brand means to your customers.
Brand Resonance Audit

Resonance is the type and intensity of an emotional connection between the brand and the user.¹

Does your brand resonate? If so, how? If not, why not?

I. Personal Resonance

The goodness-of-fit between a brand’s “personality” and the meanings the consumer seeks in his/her personal life.

“How does my brand resonate with my customer’s self-concept and life experiences?”
Dimensions of Personal Resonance:

Self-connection
Does my brand establish a self-connection that defines a major component of my core customer’s personality?

Yes
No

Interdependency
Does my brand facilitate habits, rituals, and routines that entwine the brand’s meanings seamlessly into the consumer’s everyday life?

Yes
No
Intimacy
Does my brand have “insiders” who know details of its history, including significant product development particulars, myths about product creators, and obscure “brand trivia” or facts?

Yes
No

Personal co-creation
Does my brand encourage consumers to create their own stories about it and how it impacted their lives?

Yes
No
Emotional vibrancy
Does my brand elicit strong emotional reactions such as happiness or excitement?

Yes
No
II. Cultural Resonance

The degree to which a brand’s meanings reflect, echo, reinforce, and reshape cultural trends, events and symbols.

“How and to what extent does my brand resonate with the broader cultural worlds in which my consumers reside?”
Dimensions of Cultural Resonance:

**Cultural Bedrock**
Does my brand link to core cultural values that my customers cherish?

Yes  No

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**Currency Value**
Does my brand evoke a “hot” meaning that defines a major trend in popular culture?

Yes  No
Meaning Opposition
Does my brand allow consumers to express contradictory meanings?

Yes
No

Role Resonance
Is my brand emblematic of a social role?

Yes
No
Category Resonance
Is my brand iconic within its category; do customers use it as a benchmark to compare other brands?

Yes
No

Cultural Co-Creation
Is my brand’s story written and revised by my customers over time?

Yes
No
Multivocality
Does my brand possess different meanings across sub-groups of consumers who selectively interpret it and integrate into varied symbolic systems?

Yes  
No

Community
Do my customers use my brand as the organizing platform for a community of kindred spirits?

Yes  
No
If you answered No to most or all of these questions, your brand probably isn’t engaging your customers as much as it could.

I can help.

Contact me about my program

**Brand Resonance:**
**What Does Your Brand Mean to Your Customers?**

I’ll talk to your team about the importance of brand engagement, and work with them to understand the paths to find Resonance -- The Holy Grail of Marketing. Along the way we’ll visit such topics as multisensory, cognitive and behavioral engagement. We’ll see how brands including Levi Strauss, Altoids, and Charmin resonate with their customers. We’ll even explore the “Magic Triangles” of Consumer Behavior that move customers from inertia to devotion.

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